

REMARKS

Claim 1 has been amended. Claims 1-5 remain in the application.

Claims 1-5 were rejected under 35 U.S.C. 102(b) as being anticipated by Ward (U.S. 5,125,518). Claim 1 has been amended to overcome this rejection. The basis for the amendment is found in the specification at paragraphs [0029], [0035] and [0040].

In Ward, it is described that each attachment receptacle 62 comprises a transverse lateral arcuate surface 64 forming a substantially horizontal channel 66 and a lip member 68 extending downwardly and inwardly into substantially horizontal channel 64 (col. 6, lines 2-7). Moreover, the width of the cavity 166 of the horizontal channel 66 defined by surfaces 160 and 64 varies from a narrower first width, shown by arrows 168 (Fig. 11), at the inner extreme region 170 of cavity 166 to a wider second width, shown by arrows 172, away from inner extreme 170 (col. 8, lines 52-56).

In the present invention, a wall surface member has a turning space with catching grooves formed on its inside wall by forming a catching protrusion bar on a long vertical wall surface and with catching grooves formed on the inside wall of the vertical wall surface. Therefore, the wall surface member has two concave catching grooves. There is no mention or suggestion about this characteristic composition of the present invention in the prior art.

Therefore, the composition of the wall surface member in the present invention is different from the attachment receptacle in the prior art.

In the prior art, it is described that an accessory hook 40 has an arcuate hook member 70 which is inserted within horizontal channel 66 (Fig. 5) (col. 7, lines 24-26).

Moreover, it is described in the prior art that the arcuate hook member 70 is preferably chosen to have outer and inner surfaces, 153 and 155, respectively, each

respectively defined by an outer radius which is substantially the same as, and not larger than, outer radius 150, as well as a concentric smaller inner radius 154, causing the tip portion 156 of hook member 70 to have a substantially constant thickness as shown by arrows 158 (Fig. 11) (col. 8, lines 38-45).

In the present invention, a hanging shelf member has a catching member vertically formed at a leading end of a rod shape support member for supporting commodities or the like to be displayed, a leading end of the catching member bent into an L-shape to form a standing part, and engagement projections formed on the bent part and the pointed part of the standing part. The engagement projection formed on the pointed part of the standing part is engaged with the catching grooves formed on the inside wall of the catching protrusion bar and the engagement projection formed on the bent part of the standing part is engaged with the catching grooves formed on the inside wall of the vertical wall surface. There is no mention or suggestion about this characteristic composition of the present invention in the prior art.

The hanging shelf member in the present invention, which is attached to the catching protrusion bar, is not detached from the catching protrusion bar unless the catching member is turned at an angle so to become substantially horizontal as shown in Fig. 5.

In the prior art, the article holder, such as accessory hook 40, must be pivoted through an angle of typically eighty to eighty-five degrees before removal is possible. (col. 7, lines 33-36).

The composition of the hanging shelf member in the present invention is different from the arcuate hook member 70 of the accessory hook 40 in the prior art. Moreover, the establishment form of the standing part of the hanging shelf member in the turning space in the present invention is different from the establishment form of the arcuate hook member 70 of the accessory hook 40 in the cavity 166 in the prior art.

Also, because the engaged state of the turning space and the standing part of the catching member is obtained by the turning operation of the engaged member and its lowering by its own weight in the present invention, there is obtained the effect that the support member can be attached to and removed from the wall surface member securely, simply and quickly by a single operation. On the other hand, the prior art which doesn't have the characteristic composition of the present invention cannot get the same effect as the effect of the present invention.

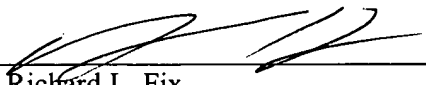
Further, the composition of the commodity display device in the present invention is different from the shelf support system in the other prior art references of record, (Whittington et al, U.S. 4,817,900, Weber et al, U.S. 4,429,850, Muellerleile, U.S. 6,349,507, Sothman, U.S. 5,484,067, Harvey, U.S. 6,547,086). There is no mention or suggestion about this characteristic composition of the present invention in the prior references.

No additional claim fee is required by this Amendment. In view of the above, it is believed that amended claim 1, together with dependent claims 2-5, are now in condition for allowance, and a notice to that effect is earnestly solicited.

Respectfully submitted,

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